Some LUDLOW Time Records

Ludlow

composition is truly profitable composition

Some LUDLOW Time Records . . .

The results of the Ludlow estimating contests at the Graphic Arts Exposition in New York, September-October, 1939

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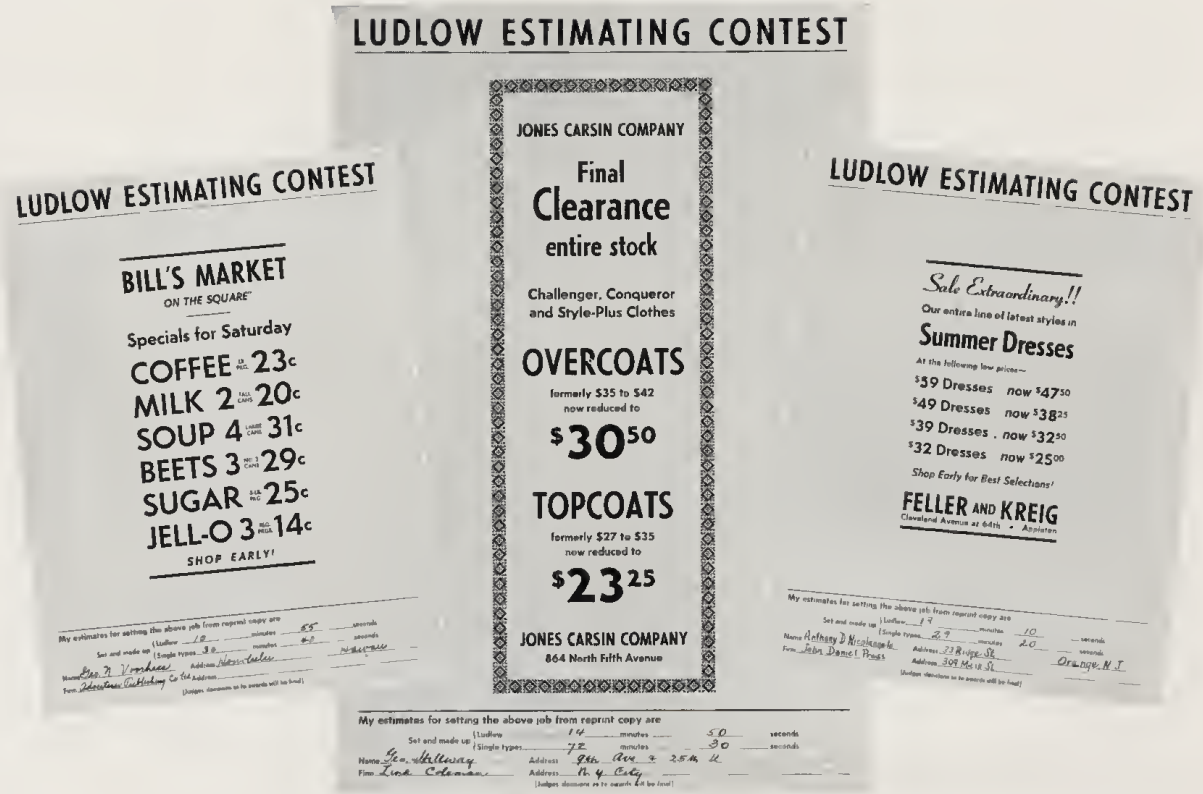
2032 Clybourn Avenue
Chicago, Illinois

LUDLOW TYPOGRAPH COMPANY
2032 Clybourn Avenue + + + Chicago, Illinois

View of the crowd around the Ludlow booth at the Graphic Arts Exposition, watching one of the demonstrations



Ludlow Production Time

SO that anyone not having first-hand knowledge of the operation of the Ludlow system of all-slug composition might see for himself how much time is required for producing composition the Ludlow way, a series of public demonstrations in the form of Daily Estimating Contests was given during the 1939 Fifth Educational Graphic Arts Exposition, held at New York City from September 25 to October 7, 1939.

Each day of the Exposition a different representative job in reprint copy form was displayed at the Ludlow booth, and entry blanks were widely distributed among practical printers, production executives accustomed to estimating composition, and others interested, upon which each could submit his estimate of the time required to set and make up that day's job, with the Ludlow system—and also with single types.

Every evening the setting of that day's job the Ludlow way was witnessed by an eager crowd of interested spectators who followed intently each step in the process of setting and distributing matrices, casting slug-lines and making up the all-slug Ludlow form. The contestant whose estimate proved to be nearest to the total time actually consumed in these operations was declared winner.

For establishing a comparision with single type composition time, each participant in the estimating contest was asked to record his estimate of the time for setting and making up the same form in single type, excluding distribution time. The average of all the single type estimates was computed, and the contestant whose estimate was found nearest this average was declared winner of this part of the day's estimating contest.

The purpose of these demonstrations was not to show the fastest possible time of a picked "swift," but

the time required with normal competent operation under ordinary working conditions. Therefore, in these demonstrations the different compositors made no attempt to rush the setting beyond reasonable average speed. In several instances during the series of tests, visitors using Ludlow equipment who had allowed less time in their estimates than was actually taken, insisted that in their own plants they could and would make better time than was made in these demonstrations.

One Ludlow user who was consistently close in his estimates told how he frequently determined the time allowance on Ludlow composition in his own shop simply by first estimating the time required to set the job in single types, and then cutting that figure in half. He stated that the figure so obtained has consistently proved ample for Ludlow composition.

The specimen jobs produced are shown on following pages in this booklet, with the actual time required to set them at the Exposition, the average estimated time with single types, the names of the winners with their estimates, and the names of the judges of each day's contest.

Factors in Ludlow Time Saving

The wide difference between the time required to Ludlow-set these pieces of copy and the average time estimated for setting the same copy in single types is accounted for by the many operating advantages and short cuts, some of them hard to describe on paper, which facilitate and expedite production with the Ludlow.

Even under ideal conditions, with a plentiful supply of spaces and full cases of type, the compositor setting single types must pick up each letter and space one at a time, insert each one separately in a stick "nick down and out," space the line for appearance by substituting and adding spaces and quads, and then insert copper or brass thin spaces to make the line "tight to lift."

Contrast this procedure with the Ludlow method of setting matrices. These easy-to-pick-up matrices, in orderly arrangement in the case, are readily "gathered" in word groups by the operator's fingers travelling directly from one box compartment to another, and the assembled matrices then dropped into a stick together. Roman, italic, or script are all the same to the Ludlow operator. No special care need be taken to avoid pi during the setting, and the clean brass matrices are certainly easy to handle.

If the estimates for setting in single types had also taken into account the time often lost in the average composing room in picking for sorts and looking for material, the time allowances for this composition would need to have been even higher. In a Ludlow-equipped plant, on the other hand, lost time due to these causes is unknown because, with matrices in the cases, and metal in the crucible, type supply can never run out.

Efficient Method of Spacing

Spacing, perhaps the most difficult part of the process of setting single types, is surprisingly easy the Ludlow way.

One complete set of space matrices, of graduated widths (in points or picas) and contained in a small space-drawer, will space all sizes of Ludlow typefaces from 6 to 48 point. Another set of larger space matrices will space all pointsizes above 48 point. In the narrower widths, Ludlow space matrices have extending "ears" which make them easily removable from the line of matrices. Corresponding sets of spaces provide for all italics and scripts. Instead of "tight to lift" spacing, a line of Ludlow matrices is spaced to look right, and the slugline is then cast.

With single types, difficulties do not end when the composition is set in the stick. Make-up is time-consuming because of the careful handling necessary to prevent pied type. Ludlow sluglines, however, are easy to handle. Line spacing is a matter of seconds and in but a few minutes, the form can be blocked out, borders and rules inserted, and the whole form tied up, providing a rigid, easy-to-handle block of composition which will stay that way with no danger of pied type, "pull-outs" or work-ups on the press.

In a number of the typical ad and job pieces in the estimating contests, practical use was made of the Ludlow Self-Quadding and Self-Centering Sticks. These

recently-developed sticks automatically quad out lines of matrices, the self-quadding stick being used chiefly for flush-left or flush-right lines, and the self-centering stick for centered composition, as well as for flush-left and flush-right lines. The use of these sticks materially reduces the setting time. In many of the jobs, just as in the run-of-the-hook display composition, there were several lines either centered or quadded-out which could be handled more effectively with these special sticks.

Setting Forms in Multiple

Few printers would attempt to set in single types the 8-up label form shown on the center spread of this booklet, knowing in advance that sorts would run out before the job was half finished. But with the Ludlow, this was one of the easiest to produce. From a single setting of the matrices for each of the four lines, eight sluglines were recast at the rate of six lines per minute, and the 8 x 10 inch form was completely made up and ready for printing in 11 minutes and 40 seconds.

This multiple form demonstrated not only the rapidity of producing quantity Ludlow composition, but also spotlighted the all-around economy in printing operation that is effected by handling such jobs the Ludlow way. In numerous instances the operator employed the short-cut of holding matrices in the stick for words which reappeared elsewhere in the copy in another combination.

Ruleforms Set the Ludlow Way

Since office forms constitute so large a part of the average printer's production and their setting is so time-consuming, Ludlow ruleforms were given a prominent place in the estimating contest. Horizontal rules with their intersecting vertical rule sections corresponding to the spacing between lines, and cast on the same slug, were recast in numbers sufficient for the whole ruleform from a single setting of the Ludlow ruleform matrices.

Even on forms more complicated than those illustrated and of any size, this method reduces the production of ruleforms to the simple job of assembling the proper Ludlow ruleform matrices and then slug-casting both the horizontal and vertical rules in a single operation. Box headings and inserts of lines of type were slug-cast in their proper position on the slug and assembled with the ruleslugs to make up the form. Due to the ingenious and exclusive Ludlow slug-aligning interlock, which is cast in the ruleslugs from a special matrix, the vertical rule-sections are held in positive alignment, producing an interlocking, solid, all-slug form, which can be handled with the minimum of effort and trouble in lock-up and printing.

Other short cuts which are developed quickly by individual Ludlow operators as "easy ways to do hard jobs" further contributed to lessen the time and effort of producing these specimens.

That Question of Speed

The demonstrations completely answered the visitors' query, "How can matrices be hand-set, the line cast, and the matrices distributed, all as fast as single types can be set?" The answer was found in large degree in the simplified hand-setting and spacing of matrices, in the complete elimination of many operations which the single-type compositor must perform, and in the recognized time-savings in all-slug make-up. Those visitors not familiar with the Ludlow were impressed by the quiet simplicity of the casting of sluglines—typefaces of varied size and design being cast without any mold or machine changes whatsoever.

Simplicity and true flexibility, resulting in economy of time and motions, were major objectives in the original conception of the Ludlow system of composition. And ever since, as the equipment has been improved and the scope of its utility widened, these have continued to be the dominating objectives.

Additional information about the production of any of the specimens contained in this booklet, and facts regarding the economy and efficiency of the Ludlow, will be sent gladly upon request. Or for any printer who wishes to witness with his own eyes the setting of these or similiar jobs the Ludlow way, we shall be glad to arrange a demonstration.

Quads for the indention and letter matrices for the word "NO" were left in the Ludlow self-quadding stick as "velvet," and did not have to be re-set for each line. This practice assured accurate vertical alignment of the repeated word in each line.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** J. E. Derfler, Kurt H. Volk, Inc., New York City
SINGLE TYPES: E. J. Ducharme, Webb Publishing Company, St. Paul, Minnesota

Winning estimate for single type: **42 minutes and 7 seconds**
Average of all single type estimates: **41 minutes and 32 seconds**
Winning estimate for Ludlow-set job: **12 minutes and 15 seconds**
Actual time for Ludlow-set job: **12 minutes and 17 seconds**

JUDGES: H. A. Nicholson, Editor and Business Manager, Canadian Printer and Publisher, Toronto, Ontario, Canada
Charles S. Sacks, Composing Room Superintendent, American Book Bindery, Stratford Press, Inc., New York

Bardsville Garage

841 North Dovers Boulevard + + + Bardsville, Ohio

IN ACCOUNT WITH_____

DATE_____

PART NO.	ARTICLE	UNIT	AMOUNT	

Produced with Ludlow ruleform matrices by recasting the ruleform section from a single setting of ruleform matrices. While the rule-slugs were being recast, the type lines, rule blanking and box headings at the top of the form were being set in another stick. The use of Ludlow Lining Gothic faces, which align with each other and with horizontal rule sections of varying widths, make the setting exceedingly simple. (It took longer to produce this ruleform specimen than the other shown in the booklet because enthusiastic spectators picked up a number of rule-slugs, making it necessary to re-set the line and cast more slugs).

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** Lester Welsher, Gainsborough Press, New York City
SINGLE TYPES: Donald Roseman, Telegraph Press, Harrisburg, Pennsylvania

Winning estimate for single type: **56 minutes even**

Average of all single type estimates: **56 minutes and 30 seconds**

Winning estimate for Ludlow-set job: **17 minutes and 25 seconds**

Actual time for Ludlow-set job: **17 minutes and 30 seconds**

JUDGES: Mac Sinclair, Editor, Printing Equipment Engineer + Thomas L. Dunwody, Editor, American Pressman

Produced with Ludlow 2-line Food Store Logotype matrices. This example of complex grocery composition was set by the simple assembly of letter and figure matrices and logotypes, and each line was cast on a single, one-piece slug without cut-ins or double justifications.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** George N. Voorhees, Advertiser Publishing Company, Ltd., Honolulu, Hawaii
SINGLE TYPES: Vincent O'Toole, President, T. O'Toole Sons, Inc., Stamford, Conn.

Winning estimate for single type: **63 minutes and 35 seconds**
Average of all single type estimates: **63 minutes and 55 seconds**
Winning estimate for Ludlow-set job: **10 minutes and 55 seconds**
Actual time for Ludlow-set job: **11 minutes and 22 seconds**

JUDGES: M. H. Annenberg, Maran Printing Co., Baltimore, Md. + L. J. Calkins, Glens Falls Post Co., Glens Falls, N. Y.

Gifts for
Baby's Christmas

Bonnets • Coats
Baby Buntings
Booties • Shoes
Cribs • Chairs

Infant's Supply Shoppe
MAIN STREET AT FOURTH

All lines set in Ludlow roman and italic self-quadding sticks. Ad was made up with full-length slugs and standard shoulder-height spacing material. The 11-pt. shell-high illustration was positioned on the blank ends of the slugs and spacing material, thus avoiding a time-consuming run-around, as well as providing the most solid support for the cut during mat rolling.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** S. D. Rees, Wallace Brown, Inc., Brooklyn, New York
SINGLE TYPES: H. Stein, Singer Linotyping Company, Inc., New York City

Winning estimate for single type: **42 minutes and 10 seconds**
Average of all single type estimates: **42 minutes and 30 seconds**
Winning estimate for Ludlow-set job: **8 minutes and 45 seconds**
Actual time for Ludlow-set job: **9 minutes even**

JUDGES: A. F. Lewis, President, Graphic Arts Monthly, Chicago
N. Needleman, Production Manager, King Typographic Service, New York City

CAUTION!
Contents of this Package is
INFLAMMABLE
Keep Fire Away!

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Produced by recasting eight slugs from the single setting of each of the four lines of copy. While one line was being automatically recast the next line was being set in another stick.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS

LUDLOW-SET: Mrs. Herman Knochenhauer, wife of Herman Knochenhauer, Superintendent, Baker-Jones-Hausauer, Inc., Buffalo, N. Y.

SINGLE TYPES: John J. Ward, Prop., John J. Ward, Inc., Long Island City, N. Y.

Winning estimate for single type: **85 minutes and 15 seconds**

Average of all single type estimates: **81 minutes and 26 seconds**

Winning estimate for Ludlow-set job: **11 minutes and 40 seconds**

Actual time for Ludlow-set job: **11 minutes and 40 seconds**

JUDGES: Sol M. Cantor, President, Composing Room, Inc., New York City
Edward Goodrich, Mechanical Superintendent, New York Post, New York City

OYSTERS
NOW IN SEASON

- Oyster Cocktail
- Oyster Stews
- Oyster Fries
- Oysters Rockefeller
- Oysters Escalloped
- Oysters Baltimore
- Oysters au Gratin
- Oysters New Orleans
- Over 75 Fish Dinners

Birk's Oyster House

75 North Fleet Street + Plattsville, N. C.

Quads for the indention and matrices for the heavy dot and the word "Oyster" were left in the Ludlow self-quadding stick as "velvet," and did not have to be re-set for each line. This practice assured vertical alignment of the repeated copy.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** Chris Steinbach, Dunn, Heuisler & Stirling, Inc., Baltimore, Maryland
SINGLE TYPES: Richard Rutherford, Richmond News-Leader, Richmond, Virginia

Winning estimate for single type: **35 minutes and 6 seconds**
Average of all single type estimates: **35 minutes and 10 seconds**
Winning estimate for Ludlow-set job: **14 minutes even**
Actual time for Ludlow-set job: **13 minutes and 52 seconds**

JUDGES: David Glixon, Editor, Bookbinding & Book Production, New York City
Wylie B. Dodds, President, Dodds & Nugent, Inc., White Plains, N. Y.

WELTON CARTAGE COMPANY

PIER TERMINAL + CHICAGO, ILLINOIS

Truck Driver's Daily Load Report

LOT NO.____ NO. PKGS.____ WEIGHT_____LBS.
DELIVERED TO_____
ADDRESS_____

LOT NO.____ NO. PKGS.____ WEIGHT_____LBS.
DELIVERED TO_____
ADDRESS_____

LOT NO.____ NO. PKGS.____ WEIGHT_____LBS.
DELIVERED TO_____
ADDRESS_____

LOT NO.____ NO. PKGS.____ WEIGHT_____LBS.
DELIVERED TO_____
ADDRESS_____

LOT NO.____ NO. PKGS.____ WEIGHT_____LBS.
DELIVERED TO_____
ADDRESS_____

LOT NO.____ NO. PKGS.____ WEIGHT_____LBS.
DELIVERED TO_____
ADDRESS_____

Ludlow Lining Gothic typefaces align with horizontal rule matrices of varying measure, making possible the rapid handling of rule blanking. The six identical blocks of copy were produced by recasting each slug six times. The centered lines were handled with the Ludlow self-centering stick.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** G. Hutchinson, Troy Record Company, Troy, New York
SINGLE TYPES: G. Kohler, Morsemere Press, Yonkers, New York

Winning estimate for single type: **48 minutes and 10 seconds**
Average of all single type estimates: **48 minutes and 5 seconds**
Winning estimate for Ludlow-set job: **11 minutes and 40 seconds**
Actual time for Ludlow-set job: **11 minutes and 24 seconds**

JUDGES: J. H. Obrig, Printing Magazine, New York City + J. E. Rotit, Maqua Company, Schenectady, New York

Sale Extraordinary!!

Our entire line of latest styles in

Summer Dresses

At the following low prices—

$59 Dresses . *now* $47.50

$49 Dresses . *now* $38.25

$39 Dresses . *now* $32.50

$32 Dresses . *now* $25.00

Shop Early for Best Selections!

FELLER AND KREIG

Cleveland Avenue at 64th + Appleton

The prices in this advertisement, which would have taken a lot of time to set and justify with single types, were handled as easily as straight copy by using Ludlow superior figure matrices for the smaller figures and the dollar marks. After assembling and spacing the first of the price lines, the others were produced by holding the matrices and spaces in the stick and changing only the matrices for the different prices.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** Anthony Di Nicolangelo, John-Daniel Press, Orange, New Jersey
SINGLE TYPES: Sidney Goldstein, Globe Poster Corporation, Baltimore, Maryland

Winning estimate for single type: **46 minutes and 42 seconds**
Average of all single type estimates: **48 minutes and 15 seconds**
Winning estimate for Ludlow-set job: **13 minutes and 10 seconds**
Actual time for Ludlow-set job: **13 minutes and 11 seconds**

JUDGES: Henry Hoke, Editor of The Reporter of Direct Mail Advertising
Miss Jane Bell, Secretary, Direct Mail Advertising Association

WERT'S

ADVENTURE

+

PRESTONE
PHILADELPHIA

Composed entirely in the Ludlow self-centering stick. The stick was first set to the desired measure and the lines were cast almost at the maximum rate of casting by simply changing matrices for each letter of the word "Adventure."

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** Jack J. Sob, Rochester Monotype Composition Co., Inc., Rochester, N. Y.
SINGLE TYPES: John K. L. Mounts, Condé Nast Press, Inc., Greenwich, Conn.

Winning estimate for single type: **25 minutes and 4 seconds**
Average of all single type estimates: **25 minutes and 5 seconds**
Winning estimate for Ludlow-set job: **5 minutes and 17 seconds**
Actual time for Ludlow-set job: **5 minutes and 27 seconds**

JUDGES: A. Abelson, New England Editor and Printer, Boston + J. A. Royer, United Typothetae of America

Famous for our

Southern Fried Chicken and Virginia Baked Ham

MENU

THE PINE TREE HOTEL

At Junction of Highways 24 and 48

▶

Dancing and Floor Show on Saturdays

With the aid of the Ludlow self-quadding stick, the indented lines were produced by first inserting quad blocks in the stick and then assembling the letter matrices against them, thus assuring proper and uniform indention. The 11-pt. shell-high illustration was solidly supported by the blank ends of the type-slugs and quad-high spacing used in making up the ad. This procedure does away with using wood-mounted cuts and sawing slugs to fit around them, with troublesome make-up.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET**: Nathan Zeitlin, Federated Printing Co., Inc., New York City
SINGLE TYPES: John C. Morton, Morton Printing Company, Demarest, New Jersey

Winning estimate for single type: **37 minutes and 15 seconds**
Average of all single type estimates: **37 minutes and 5 seconds**
Winning estimate for Ludlow-set job: **11 minutes and 24 seconds**
Actual time for Ludlow-set job: **11 minutes and 37 seconds**

JUDGES: Julius Widmayer, Superintendent, Pandick Press, Inc., New York City
M. M. Crisman, International Business Machines Corporation, New York City

NORTHERN GREASING PALACE

HIGH PRESSURE GREASING

PHONE DIV. 2321 1720 JEFFERSON AVE.

DATE _____ 193 ___ TRUCK NO. _____

NAME _____

	GASOLINE		
	OIL		
	TRANS. OIL		
	ALCOHOL		
	CUP GREASE		
	GREASING		
	LABOR		

Another ruleform specimen with a different kind of copy, the ruleform section of which was produced by re-casting from a single line of Ludlow ruleform matrices. The slugs for the type inserts were cast with a 4½-pica indention with the self-quadding stick. In making up the form, the typelines fit under the overhanging portions of the adjacent rule-slugs—the whole form being made up with full-length slugs with all units cast in their proper position.

[All estimates based on setting and making up from reprint copy the job reproduced above]

WINNERS { **LUDLOW-SET:** E. R. Aldbeck, Hudson Daily Star, Hudson, New York
SINGLE TYPES: Carl A. Braga, Woonsocket Daily Call, Woonsocket, Rhode Island

Winning estimate for single type: **48 minutes and 30 seconds**
Average of all single type estimates: **48 minutes and 35 seconds**
Winning estimate for Ludlow-set job: **12 minutes and 44 seconds**
Actual time for Ludlow-set job: **12 minutes and 45 seconds**

JUDGES: Julius Berkowitz, President, Bromley Press, Inc., New York City
John T. Butler, Printing Trades Blue Book, New York City

24 Reasons

why LUDLOW leads in Economy, Efficiency, Quality

...and only with LUDLOW can you gain all these advantages

- Type supply that never runs out
- Up-to-the-minute typeface designs
- Wide selection of faces—full size range
- No worn or broken letters
- Used effectively by any competent compositor
- Instant change of size and face
- Faster setting—matrix "gathering"
- Easy alignment of different sizes
- Rapid and easy spacing
- Economies of all-slug make-up
- Multiple forms by recasting slugs
- Self-quadding and self-centering
- Long lines with single justification
- Unbreakable italics and scripts
- Slugs withstand severe molding pressure
- No work-ups on press—low quadding
- Accurate slug-height reduces makeready
- Surfaced slugs for quality printing
- Forms once corrected stay correct
- Simplicity of mechanism and operation
- Economical ruleform composition
- All operating time chargeable
- Economy of floor space
- Low-cost PROFITABLE composition

LUDLOW TYPOGRAPH CO.

2032 Clybourn Avenue + + Chicago, Illinois